



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Parking Limits in the Downtown Area

MEETING DATE: May 7, 1997

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council direct staff to prepare the necessary ordinance and traffic resolution amendments to implement Downtown parking limit changes.

BACKGROUND INFORMATION: Of the many ideas and concepts discussed as part of the development of the Central City Revitalization Plan, one controversial recommendation NOT included in the final concept plan was the implementation of 30-minute parking limits on School Street.

The recommendation was based on the emphasis toward specialty and convenience retail uses and to encourage use of the surface parking lots for more long-term parking with the thought that eventually a parking structure would be needed.

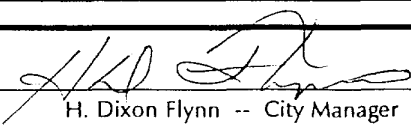
Since the adoption of the Plan, staff has continued to receive comments from Downtown merchants and patrons on parking issues. These include:

- Lack of short-term on-street parking – This is particularly acute where service oriented businesses such as repair shops, are located near restaurants or high employment businesses where patrons or employees park on street for extended periods of time.
- Lack of employee parking – While parking permits are available at a cost of \$30 for three months, this is a problem for part-time employees or other low wage employees who do not feel the additional expense to park is justified.
- Enforcement – Staff has received comments on both sides of this issue. Some feel that a high level of enforcement is needed to keep employees and business owners from using too much on-street parking. Others feel enforcement discourages customers from coming to Downtown.

To address these issues, staff has met on numerous occasions with Downtown merchants, both individually and collectively, and has discussed a number of ideas and concepts. The newspaper has published an article about possible changes and the City's Revitalization Construction Coordinator has surveyed the Downtown businesses.

On Monday, April 28, 1997, at the Lodi Downtown Business Association's general membership meeting, staff presented the results of the survey and a tentative recommendation. It was the consensus of the approximately 45 people attending the meeting that we proceed with the recommendations listed below.

APPROVED: _____


H. Dixon Flynn -- City Manager

Recommendations

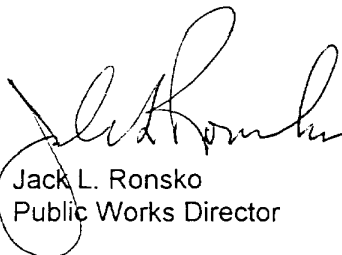
1. *That a limited number of 30-minute parking stalls be established* – The survey results showed that about forty percent of the businesses are in favor of having some short-term parking available on street. (Exhibit A). Staff recommends this be located at the most convenient locations for ease of parking. This means any of the diagonal stalls or parallel stalls not located between two tree wells, such as those next to an alley approach or driveway where there is additional length to maneuver.
2. *That the designated stalls be located where they will do the most good and not be "set in concrete"* – The present City ordinance governing parking restrictions requires that every parking limit, including those for the Downtown parking lots, be decided upon by the City Council. To be more responsive and efficient, this authority could be delegated to staff. In the future, if a formal Downtown Business Improvement Area was established, a separate governing board would be established and this parking authority could be one of that board's functions. Of course, as with any staff decision, the City Council would still retain ultimate authority in the event of appeals or other questions on staff's actions. Staff's initial recommendation is for designating 30-minute parking on 20 stalls out of the 174 available in the nine blocks being considered at this time (Exhibit B). These would be implemented as Downtown construction is completed.

In addition, the limited parking signs would be installed in the tree wells, where they could be easily moved. Thus, they would literally *not* be set in concrete as are the other parking limit signs installed in the sidewalk.

3. *That some additional all-day parking stalls be designated* – Along with managing the on-street parking limits, staff should be able to work with the stalls in the Downtown parking lots to attempt to provide a mix of parking limits meeting the needs of both business owners/employees and customers. This will require a change in the ordinance and traffic resolution similar to that of the on-street parking. It will also require more monitoring and "tweaking" to make the most efficient use of the available parking stalls. Initially, staff proposed to convert some of the underutilized two-hour and permit stalls in the outlying lots to free, all-day parking. Additional information on these changes will be presented at the Council meeting.

Pending Council direction, staff will prepare the necessary changes to the City Code and Traffic Resolution for formal action.

FUNDING: None needed at this time.



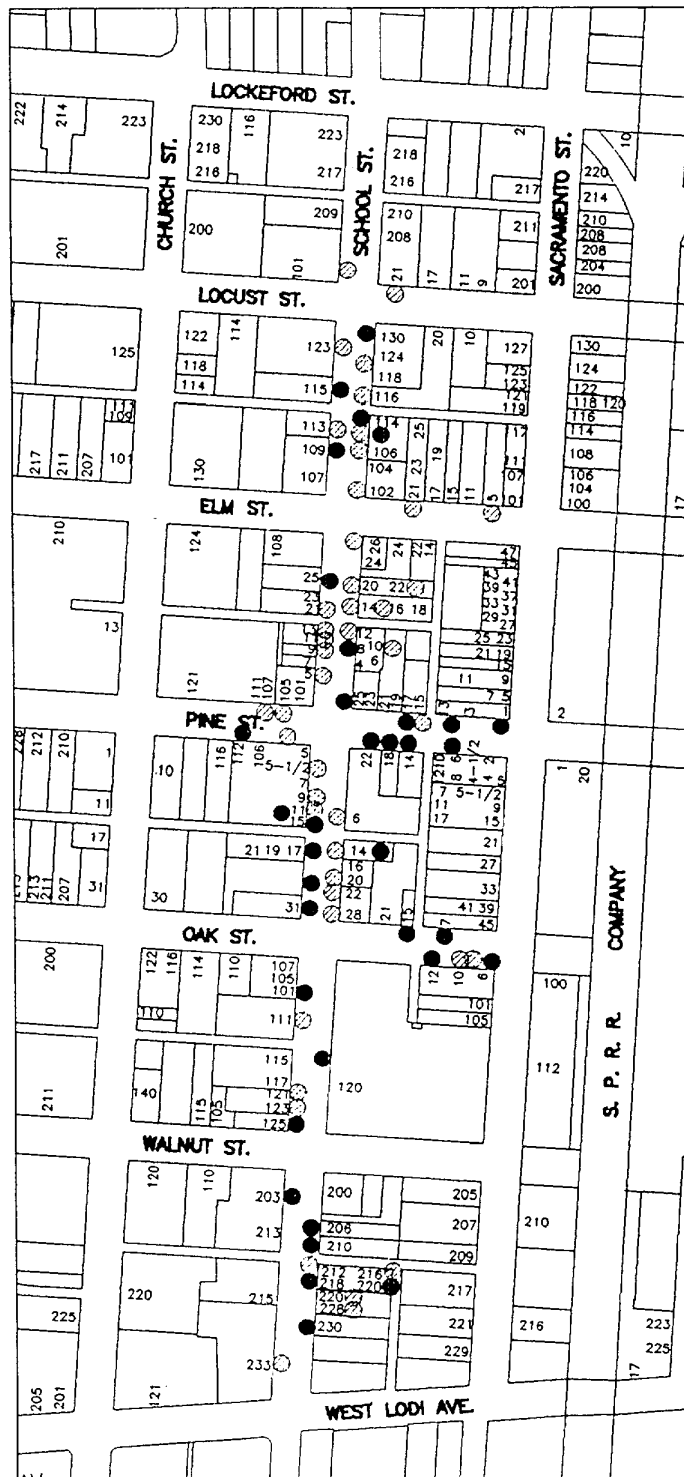
Jack L. Ronsko
Public Works Director

Prepared by Richard C. Prima, Jr., City Engineer

JLR/RCP/lm

Attachments

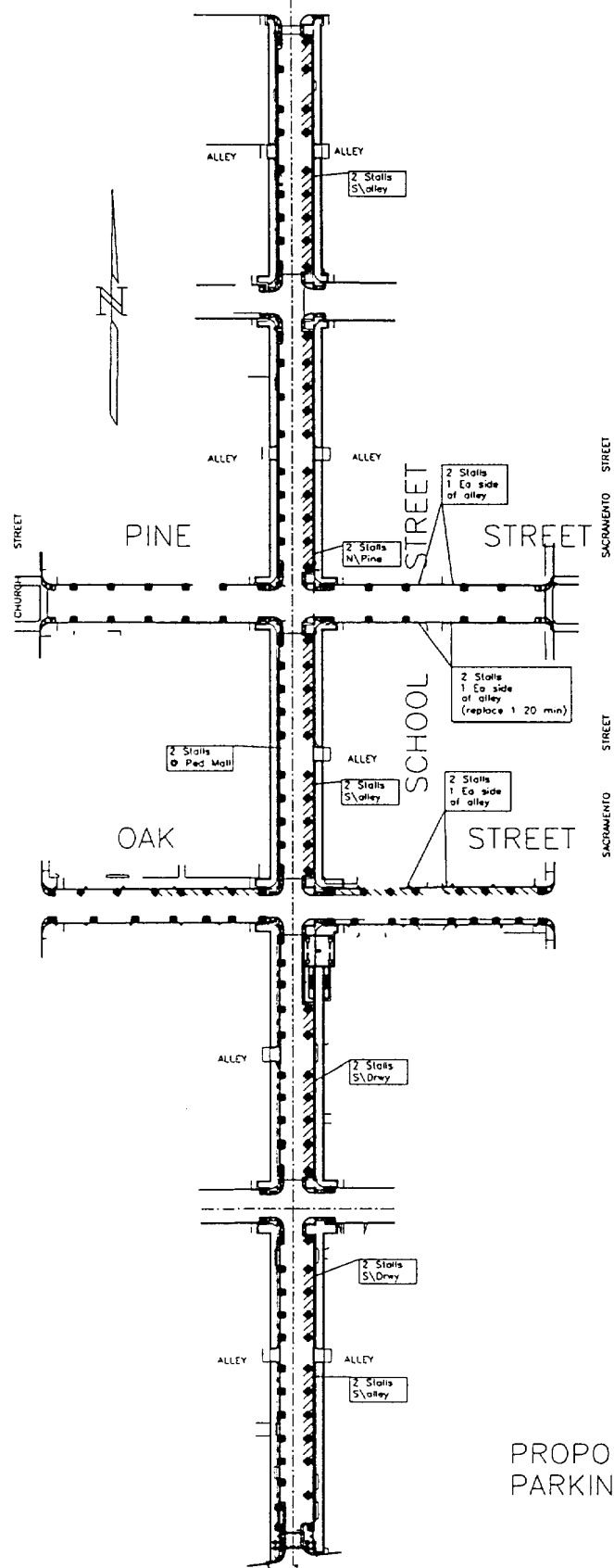
cc: Downtown Businesses



LEGEND:

SHORT - TERM
PARKING

- YES (36)
- ◐ NO (46)



PROPOSED 30 MIN.
PARKING STALLS